

Message Text

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PAGE 01 MOSCOW 16858 051844Z

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USDOC FOR BEWT/TDAD

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TAGS: EEWT, BEXP, UR

SUBJ: GETTING THE MESSAGE TO GVISHIANI

1. DURING SEPTEMBER 20 MEEING WITH U.S. TOURISM DELEGATION, DEPUTY CHAIRMAN OF STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY G.M. GVISHIANI TOOK GREAT PRIDE IN FACT THAT HE HAD TWO SONY VIDEOTAPE RECORDER (VTR) SYSTEMS IN HIS OFFICE. COMMATT, WHO ACCOMPANIED U.S. DELEGATION, NOTED THAT GVISHIANI HAD SEVERAL VTR CASSETTES FROM FOREIGN COMPANIES, INCLUDING COCA-COLA, BASF AND BAYER, AND MENTIONED TO GVISHIANI THAT VTR CASSETTES OPENED INTERESTING POSSIBILITIES FOR CONTACTS BETWEEN SOVIET ORGANIZATIONS AND U.S. FIRMS. GVISHIANI AGREED AND SAID HE RECEIVED SUBSTANTIAL NUMBERS OF CASSETTES FOR U.S. COMPANIES.

2. COMMENT: IN VIRE CONTINUING EFFORTS BY U.S. COMPANIES TO ATTRACT GVISHIANI'S ATTENTION, WHICH IS NOT EASY GIVEN HIS MANY COMMITMENTS, STATE AND COMMERCE MIGHT WISH TO SUGGEST TO FIRMS WHICH HAVE VTR CASSETTES ON COMPANY'S ACTIVITIES THAT THEY CONSIDER SENDING CASSETTES TO GVISHIANI. ONE INTERESTING SIDELIGHT IS THAT SOVIETS ARE APPARENTLY ATTEMPTING TO COPY SONY VTR, ALBEIT ON RATHER MODES SCAL. GVISHIANI POINTED OUT SMALL, UNIMPRESSIVE INSTRUMENT WHICH WAS PLACED ON TABLE NEXT TO SONY SYSTEMS AND SAID, RATHER SCORNFULLY, THAT THIS WAS "OUR INDUSTRY'S ATTEMPT TO MATCH SONY."

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